

3 1761 11969236 6



DEPOSITORY LIBRARY MA

Government  
Publications



# Trade and Commerce

at your service

1965

Department of Trade and Commerce, Ottawa, Canada

**DEPARTMENT OF TRADE AND COMMERCE  
ORGANIZATION CHART**



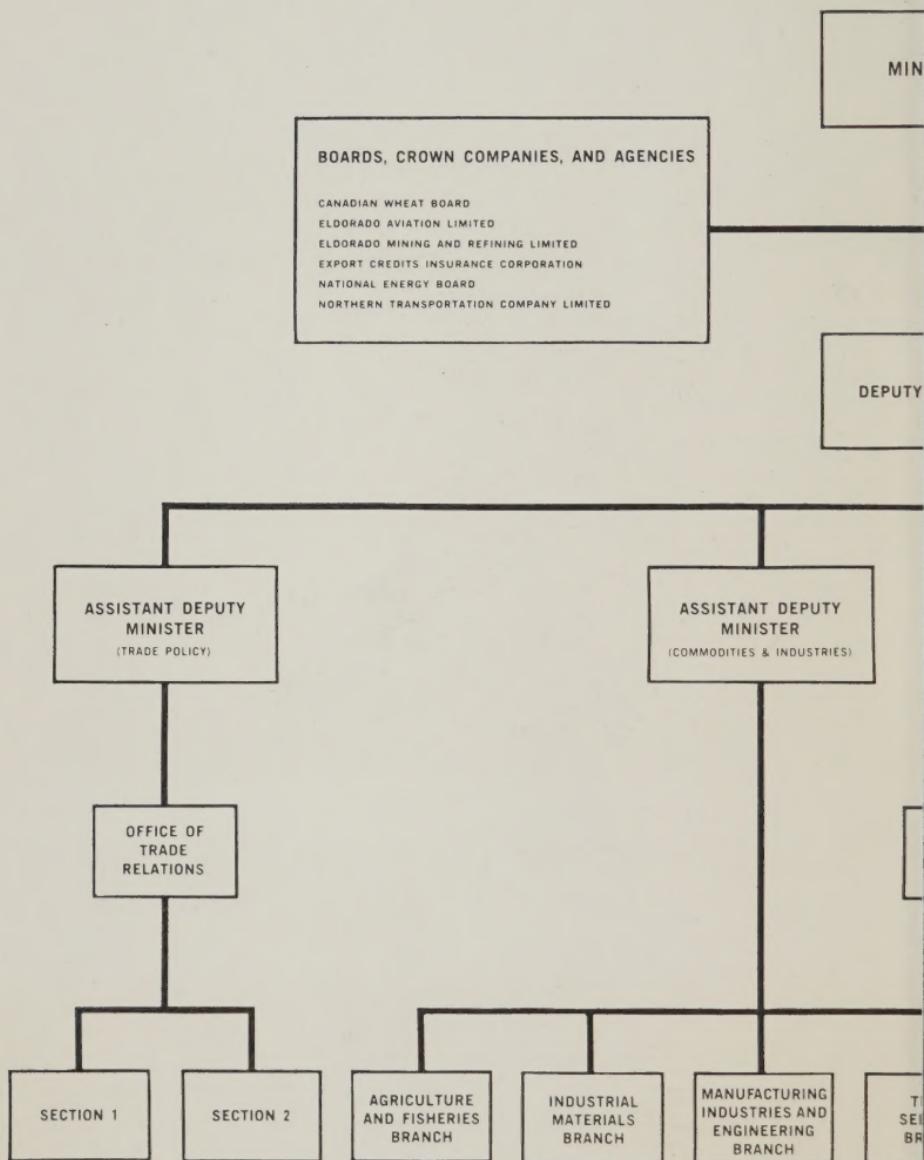
# Trade and Commerce

## at your service

August 1965

PUBLISHED BY AUTHORITY OF  
THE HON. MITCHELL SHARP, MINISTER OF TRADE AND COMMERCE  
OTTAWA, CANADA

DEPARTMENT OF TRADE AND COMMERCE  
(AS OF DECEMBER 31, 1970)



MERCE ORGANIZATION CHART

(MARCH 31, 1964)

ER

NISTER

ONOMICS  
RANCH

E  
ES  
H

DOMINION BUREAU OF STATISTICS

ASSISTANT DEPUTY  
MINISTER  
(EXTERNAL TRADE PROMOTION)

STANDARDS  
BRANCH

ADMINISTRATIVE  
SERVICES

CANADIAN  
GOVERNMENT  
EXHIBITION  
COMMISSION

CANADIAN  
GOVERNMENT  
TRAVEL BUREAU

TRADE  
COMMISSIONER  
SERVICE

TRADE FAIRS  
AND  
MISSIONS  
BRANCH

TRADE  
PUBLICITY  
BRANCH

ER

NISTER

ONOMICS  
RANCH

E  
ES  
H

# CONTENTS

	Page
<b>Introduction</b> .....	4
<b>Department Organization</b> .....	6
<b>Trade Policy Service:</b> .....	6
Office of Trade Relations .....	6
<b>Commodities and Industries Service</b> .....	7
Agricultural and Fisheries Branch .....	7
Industrial Materials Branch .....	8
Manufacturing Industries and Engineering Branch .....	8
Trade Services Branch .....	8
<b>External Trade Promotion Service</b> .....	8
Canadian Government Exhibition Commission .....	9
Canadian Government Travel Bureau .....	9
Trade Commissioner Service .....	9
Trade Fairs and Missions Branch .....	10
Trade Publicity Branch .....	10
<b>Other Services:</b> .....	10
Standards Branch .....	10
<b>Associated Services:</b> .....	11
Dominion Bureau of Statistics .....	11
Export Credits Insurance Corporation .....	11
<b>Services of the Department</b> .....	12
Agency Connections .....	12
Branch Offices of the Department .....	12
Buying Connections .....	13
Claims Assistance .....	13
Company Information .....	13
Establishing a New Business .....	13

Export and Import Controls .....	14
Export Credits Insurance .....	14
Export Documentation .....	15
Export Financing Assistance .....	15
Export Techniques .....	16
Import and Export Controls Abroad .....	16
Labelling and Marking Regulations Abroad .....	17
Labelling and Marking Regulations in Canada .....	17
Market Information, Domestic .....	17
Market Information, Foreign .....	18
Market Research, Domestic .....	18
Market Research, Foreign .....	19
Measuring Equipment .....	19
Patents and Trade-Marks Abroad .....	20
Precious Metals Marking .....	20
Regional Offices .....	20
Sales Trips Abroad .....	20
Sources of Supply .....	20
Statistics .....	21
Tariffs of Foreign Countries .....	21
Tours of Canada by Departmental Officers .....	22
Trade Fairs Abroad .....	22
Trade Missions .....	23
Transportation .....	23
Travel Information .....	24
Trouble-Shooting .....	24
Visiting Foreign Buyers .....	24
Watching Briefs .....	25
<b>Publications .....</b>	26
<b>Head Office Directory .....</b>	29
<b>Regional Offices of the Department .....</b>	33
<b>Trade Commissioner Service</b>	
<b>Posts Abroad .....</b>	34
<b>Canadian Government Travel Bureau</b>	
<b>Offices Abroad .....</b>	(inside back cover)

# Growing with Canada

Foreign trade contributes substantially to the welfare and prosperity of Canadians. Accordingly, the Federal Government, acting through its Department of Trade and Commerce, makes every effort to establish and maintain close commercial relations with other countries whose markets are essential to the Canadian economy, and to further by every means at its disposal Canada's export trade.

The Minister of Trade and Commerce has responsibility for a number of boards, crown companies and agencies, which report to Parliament through him but which are not part of the Department per se. (See Organization Chart, Inside Front Cover.)

In carrying out its responsibilities for export trade promotion, the Department of Trade and Commerce makes available to businessmen a wide variety of services to assist them in selling their products abroad. To familiarize Canadian businessmen with these services is the purpose of this booklet.

Established more than 70 years ago "to serve Canadians by working with them to promote the commerce upon which our prosperity depends," the Department continues to carry out its original directive, although the services it provides the Canadian businessman have multiplied and expanded with the years.

When the Honourable Sir Mackenzie Bowell became Canada's first Minister of Trade and Commerce in 1892, Canada had 4,750,000 people and a total foreign trade of \$250 million. Today, with a population exceeding 19,500,000, Canada exports more than \$8 billion worth of goods to other countries each year. In the interval, the trade development of the nation has been mirrored in the activities of the Department.

Starting with a staff of four at home, Trade and Commerce took over from the Department of Finance the supervision of commercial agents abroad. Today, more than 4,000 serve in its offices in Canada and abroad.

The seven commercial agents of 1892 were the predecessors of the 158 trade commissioners of 1965. From 66 offices in 47 countries they search even more vigorously for export opportunities — though no longer for the “buggy covers and buggies” for which they found eager customers in Trinidad and Tobago some 70 years ago.

The Department has never ceased to develop and improve its services to Canadian businessmen. In 1893, Sir MacKenzie Bowell embarked on a one-man trade mission to Australia — the prototype of many succeeding missions. In recent years, Canadian trade missions have toured the United States, Europe, Latin America, Australia, New Zealand, Africa and the Middle East.

In 1898, the Department began issuing monthly reports on trade statistics, the germ of the comprehensive statistical service now available from the Dominion Bureau of Statistics.

To establish a regular means of communication between the trade commissioners abroad and the businessmen at home, The Weekly Report was launched in 1904 — the forerunner of the Department's fortnightly magazine **Foreign Trade**.

In 1910, the Department announced that information on the tariffs of all countries was available — the beginning of today's busy Office of Trade Relations.

To provide the trade commissioners abroad with current information on the products Canada had for export, and to serve as a link with Canadian industry, the Department began to appoint commodity officers in 1933 — the origin of the important commodity branches.

The primary purpose of the Department has remained the same throughout its history. It exists to promote the export trade of Canada. Working closely with the business community, and flexible to the needs and techniques of the day, the Department tackles its assignment with the same vigour and determination that Canadians as a whole have displayed in making Canada the great trading nation it is today.

In addition to trade promotion the Department, through the Canadian Government Travel Bureau, is responsible for encouraging travel to Canada from other countries.

## **DEPARTMENT ORGANIZATION**

The Department of Trade and Commerce is organized into three primary Services — Trade Policy, Commodities and Industries and External Trade Promotion — each having branches dealing with the various aspects of the facilities it provides Canadian Industry. Some other services, such as the Administration Services and the Economics Branch, are internal service units. The primary functions of offices that are of special interest to the Canadian businessman are described in this section. All branches of the Department have their offices in the Trade and Commerce Building on Wellington Street at Lyon, Ottawa, except as otherwise indicated.

### **TRADE POLICY SERVICE**

The primary role of the Trade Policy Service is to safeguard and improve the terms of access for Canadian goods to foreign markets. The activities of this Service relate to matters such as international trade negotiations, regional trading groups, international commodity arrangements, export financing and economic aid programs, international financial questions and surplus disposal operations. They include preparing for and staffing international conferences and meetings.

### **Office of Trade Relations**

This Office is concerned primarily with tariffs and other government trade regulations in foreign countries. It seeks to safeguard and improve the terms of access for Canadian goods to export markets through its participation in the development and conduct of Canada's external trade relations. It also has responsibilities with respect to export financing and external aid. As a service to Canadian exporters the Office supplies on request details regarding rates of duty, import restrictions, documentation requirements and other government measures in foreign markets, and provides assistance in dealing with special problems in this field. In addition, Canadian businessmen may obtain from the Office general information on economic and trading conditions in all parts of the world and help in planning visits to these markets. Through its area divisions, the Office maintains close liaison with trade commissioners abroad.

## **COMMODITIES AND INDUSTRIES SERVICE**

In the promotion of Canada's foreign trade, the Department has two matching roles to play — finding demands abroad for Canadian goods and services, and finding sources of supply to match demands. The latter task is the principal concern of the three commodity branches which, together with the Trade Services Branch, comprise the Commodities and Industries Service.

The commodity branches maintain close liaison with industry in order to develop the information on materials, products and services for export which forms the basis for the Department's trade promotion and trade supporting activities.

Commodity officers visit manufacturing plants and production facilities, attend and address meetings of business associations and study groups, and prepare product reports and market surveys. They can analyze data, provide information on trade opportunities and advise on the export potential of products in world markets. The commodity officers constitute the departmental channel through which information on Canadian products and services reaches Canadian trade commissioners abroad, and an important channel through which information on sales opportunities in foreign countries is disseminated to industry in Canada. As specialists, they analyze reports from trade commissioners to determine potential markets for commodities and services of interest to Canadian industry. In co-operation with the Canadian Government Exhibition Commission, they assist in making arrangements for the display of commodities in trade fairs throughout the world to introduce Canadian products into new markets. These officers participate in the organization of Canadian trade missions abroad.

### **Agriculture and Fisheries Branch**

This Branch is concerned with promoting the sale in world markets of the products of Canada's agriculture and fisheries industries, maintaining a system of reporting on these industries in foreign countries and co-operating with other branches of the Department in connection with

international agricultural developments and commodity agreements.

The Branch includes a Fisheries Division, Grain Division, Livestock and Animal Products Division and Plant Products Division. In addition, the office of the director includes a market information and research unit.

## **Industrial Materials Branch**

This Branch was created in 1964, when the former Commodities Branch was divided into two. It recognizes the growing requirements of the business community for specialized services and attention to marketing, and concerns itself with discovering new opportunities in markets abroad for raw materials, semi-fabrications and related products.

The Branch comprises a Chemicals Division, Forest Products Division and Metals and Minerals Division.

## **Manufacturing Industries and Engineering Branch**

This Branch was also created in 1964. It came into being in response to the marked increase that has recently taken place in Canada's foreign trade in engineering services, capital equipment and manufactured goods.

The Branch comprises an Appliances and Commercial Machinery Division, Engineering and Equipment Division and Textiles and Consumer Goods Division.

## **Trade Services Branch**

The Trade Services Branch is concerned with the role of transportation in relation to trade, the administration of export and import controls and the compilation of comprehensive trade directories for the Department's use. The Director is responsible for the administration of the Department's six regional offices in Canada. (See Branch Offices of the Department, page 12.)

## **EXTERNAL TRADE PROMOTION SERVICE**

While almost every branch of the Department is concerned with foreign trade to some degree, the five branches that

make up the External Trade Promotion Service are exclusively engaged in ways and means of promoting trade and travel. They offer a wide range of services to the Canadian business community.

## **Canadian Government Exhibition Commission**

The Exhibition Commission organizes, erects and administers the exhibits which the Department sponsors at international trade fairs. This responsibility includes the design and fabrication of displays to provide the best possible presentation of the products of participating Canadian companies. It also produces exhibits for other departments, and advises Canadian firms exhibiting abroad on their own. The Commission has offices, a plant and warehouses at 2487 Kaladar Avenue, Ottawa, and a branch in London, England.

## **Canadian Government Travel Bureau**

This Bureau promotes travel to Canada by advertising and publicity campaigns in the United States, Britain and Europe; through ground-floor travel counselling offices in New York, Chicago, Minneapolis, San Francisco, London and Frankfurt; through travel promotion officers in Los Angeles and Paris; and by sending a wide variety of travel literature and information in answer to travel inquiries. More than a million such inquiries each year flow into the Bureau's headquarters, at 150 Kent Street, Ottawa, and into its offices and Canadian trade and diplomatic offices abroad. The Bureau also helps co-ordinate the efforts of the provincial travel bureaux, the carriers and other agencies attracting visitors to Canada.

## **Trade Commissioner Service**

As the main overseas arm of the Department, the Trade Commissioner Service is responsible for promoting Canada's trade interests in markets abroad. The main functions of the trade commissioner are to secure market and credit information, bring foreign buyers in contact with Canadian sellers, recommend suitable agents, and continuously sup-

ply up-to-date information on export opportunities, terms of payment, tariffs, and import and exchange controls. He also maintains close liaison with government officials in his territory in order to maintain and improve the terms of access for Canadian products.

## **Trade Fairs and Missions Branch**

This Branch develops the annual program of trade fairs in which the Department sponsors exhibits of Canadian products in many markets of the world, and co-ordinates the detailed planning of each exhibit as directed by the Departmental Committee on Trade Fairs Abroad. The Trade Missions Division is responsible for developing and co-ordinating departmental activity in the planning, organizing and carrying out of approved programs of missions, both incoming and outgoing.

## **Trade Publicity Branch**

The function of this Branch is to stimulate interest abroad in Canadian products and Canadian interest in export markets. It produces booklets and periodicals for distribution in Canada and abroad, and trade promotion literature for use by trade commissioners in the field, at trade fairs and in connection with Canadian trade missions. It is responsible for trade promotion publicity and advertising in all media, and for disseminating information about Canada's trade and the work of the Department.

## **OTHER SERVICES**

While most internal services of the department are not of primary interest to the Canadian businessman – Economics Branch, Grain Division and Administrative Services – these offices will provide information on their role on request. However, the operations of the Standards Branch are of extreme importance to Canadian business.

## **Standards Branch**

This Branch calibrates and inspects commercial measuring devices in the field of general trade and in the distribution of gas and electricity, such as scales and meters. It also regulates and inspects the labelling and marking of fur,

hosiery, textiles, turpentine, watch jewels and precious metals. The Standards Branch headquarters and laboratory are located in the Standards Building, Holland Avenue, Tunney's Pasture, Ottawa. The Branch also maintains 22 district offices across Canada. (See Branch Offices of the Department, page 12.)

## **ASSOCIATED SERVICES**

There are a number of boards, crown companies and other agencies which report to the Canadian Parliament through the Minister of Trade and Commerce. While not directly part of the departmental services, some organizations such as the Dominion Bureau of Statistics and the Export Credit Insurance Corporation provide services which are closely related to certain offices of the Department.

### **Dominion Bureau of Statistics**

The Dominion Bureau of Statistics, central agency for the collection, compilation and publication of statistical information in Canada, conducts a national decennial census of population, housing, agriculture and merchandising, and publishes weekly, monthly, quarterly, annual and occasional reports containing current data on almost every aspect of the national scene. The Bureau collects a multiplicity of statistics on business activities in Canada and, as a result, is the source of a wide variety of information of direct use to individual firms in market studies and other types of business research. The Dominion Bureau of Statistics is situated on Holland Avenue in Tunney's Pasture, Ottawa. The Bureau operates regional offices at St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver.

### **Export Credits Insurance Corporation**

The services of this crown corporation are closely linked with those of the Department in facilitating and developing trade between Canada and other countries. The Corporation insures Canadian firms against risks of non-payment involved in the export sale of goods and services, and provides export financing assistance. The offices of the Export

Credits Insurance Corporation are located in the Halifax Building, 309 Cooper Street, Ottawa. The Corporation has branch offices in Montreal and Toronto.

## **SERVICES OF THE DEPARTMENT**

The services most likely to be of interest and directly available to Canadian businessmen are listed alphabetically and described briefly in the following pages.

### **Agency Connections**

The Department provides assistance to any Canadian firm seeking a representative in any foreign country. A firm wishing to establish an agency connection abroad should supply the appropriate commodity branch with full information on each product or service involved. Trade commissioners in likely markets will approach several suitable firms, introduce the Canadian product or service to them, and encourage their interest in representing the Canadian firm.

The names of prospective agents — together with credit and other information, and in many cases the personal suggestion of the trade commissioners concerned as to the suitability of these agents — will be provided to the Canadian firm, which is then in a better position to select the most suitable representative for its products or services.

### **Branch Offices of the Department**

For the convenience of Canadian businessmen, the Department maintains regional offices in St. John's, Halifax, Montreal, Winnipeg, Edmonton and Vancouver. For addresses, see listing at back of book or consult your local telephone directory under "Government of Canada."

The Standards Branch has offices at St. John's, Halifax, Charlottetown, Saint John, Quebec City, Three Rivers, Montreal, Sherbrooke, Sudbury, Ottawa, Belleville, Toronto, Hamilton, London, Fort William, Winnipeg, Calgary, Edmonton, Regina, Saskatoon, Penticton, and Vancouver.

## **Buying Connections**

Businessmen may obtain assistance from the Department in contacting foreign buyers. Trade commissioners continually report to the Department inquiries received from buyers in their areas and, upon request, will seek sales outlets on behalf of any Canadian firm.

## **Claims Assistance**

From time to time in any business, a dispute may develop over some phase of the transaction between the foreign buyer and the Canadian seller. Differences of this type may be settled fairly easily in Canada through established channels, but in the case of shipments to foreign markets a solution may not be as simple. The trade commissioner in the field is always willing to investigate such disputes and offer recommendations for settlement.

## **Company Information**

A Canadian exporter naturally wishes to know something of the credit-worthiness and business reputation of a prospective buyer in a foreign country. The Department can help him obtain this information by asking the trade commissioners in the area for a confidential report on any foreign firm. With this information, the exporter is better able to judge the terms of sale and the extent to which credit can be given.

Conversely, in order that reliable Canadian exporters may be known to trade commissioners abroad, the Department maintains a confidential Exporters Directory containing information on Canadian firms and their products. All exporters are urged to apply for listing in the Directory so that the trade commissioners may have the necessary information available to recommend the firm to a buyer with a minimum of delay.

## **Establishing a New Business**

Assistance in establishing a new business in Canada can be obtained from the Dominion Bureau of Statistics. DBS

statistics are an essential source of assistance to businessmen in seeking new plant locations or in determining whether a domestically produced article could economically replace an imported product through the establishment in Canada of a manufacturing operation.

## **Export and Import Controls**

The Export and Import Permits Act and affiliated strategic control measures in effect in Canada are administered by the Department. Copies of regulations may be secured from the Trade Controls Division, Trade Services Branch, which will also answer inquiries and provide additional information in connection with specific shipments.

## **Export Credits Insurance**

The Export Credits Insurance Corporation provides export credits insurance at a nominal premium to persons carrying on business in Canada against risks of non-payment by foreign clients arising out of the export, manufacture, treatment or distribution of goods, or the rendering of engineering, construction, technical or similar services. The main risks covered include: buyer's insolvency or protracted default; foreign exchange restrictions in the buyer's country preventing the transfer of funds to Canada; cancellation of an import or export licence or the imposition of restrictions on the import or export of goods not previously subject to restriction; the occurrence of war between the buyer's country and Canada; or of war, revolution, etc., in the buyer's country.

The insurance is available under three main classifications: general commodities, capital goods, and services.

Coverage for general commodities may be procured by exporters under two types of policies: a contracts policy, which insures an exporter against loss from the time he books an order until payment is received; or a shipments policy, which covers the exporter from the time of shipment until payment is received. These policies may be described as whole-turnover or global policies, and cover all an exporter's business to all countries except the United States for a 12-month period.

Insurance of capital goods offers protection to exporters selling plant equipment, heavy machinery, etc., where credit terms may involve payments spread over one to five years. A specific policy is issued for each individual transaction involving capital goods, but the general terms and conditions are the same as those applicable to policies for general commodities.

Specific policies are also issued to cover engineering, construction, technical or similar service contracts entered into between Canadian firms and foreign clients.

The Corporation insures exporters on a co-insurance basis up to a maximum of 90 per cent of the amount owing by the buyer. Any recoveries obtained after payment of a claim are shared in the same proportions and thus final net loss, if any, is borne 90 per cent by the Corporation and 10 per cent by the exporter.

## **Export Documentation**

Documentation for an export shipment must be prepared carefully. Foreign countries levy penalties on shipments that are not documented in accordance with their regulations. In addition, the supplier may have difficulty in receiving payment under his letter of credit if the documentation is not in accordance with instructions, i.e., is incomplete or contains errors.

The Department maintains current information on the documentation requirements of foreign countries, and is thus able to advise the exporter on the requirements of any specific country. The Office of Trade Relations has free bulletins on the documentation required by each country.

## **Export Financing Assistance**

In addition to its regular export credits insurance operations, the Export Credits Insurance Corporation has responsibility for the administration of direct financing facilities made available by the Government under Section 21A of the Export Credits Insurance Act. Financing for exports of capital goods where terms of payment extend beyond five years may be provided. The Corporation, when authorized

by the Governor in Council for each transaction, buys the promissory notes or other negotiable instruments of the foreign purchaser.

The eligibility of a transaction for Section 21A financing depends upon the extent to which the credit terms requested are clearly necessary and justifiable. The criteria applied by the Export Credit Insurance Corporation to determine eligibility are that the transaction must involve the purchase of capital equipment of a sophisticated nature and be of substantial value (at least \$2 million); the project must be economically feasible; the foreign buyer and the country of purchase must have a satisfactory credit standing; the Canadian content must be not less than 80 per cent; and the transaction must give rise to significant employment and industrial benefits in Canada as well as giving promise of continuing export trade.

Exporters considering business abroad which requires long term financing should make an early approach to the Export Finance Division of the Export Credits Insurance Corporation for an opinion on the eligibility of the case for financing of more than five years. The Corporation is prepared to give all exporters full information, co-operation and guidance on matters concerned with direct government financing.

## **Export Techniques**

Sales to other countries require sales and distribution techniques which differ from those employed in the domestic market. Channels of distribution, pricing, shipping, documentation, packaging, payment terms, advertising, and insurance against credit risks in export sales are some of the factors that must be considered by firms engaging in export trade.

A pamphlet entitled "Setting Up An Export-Import Business," containing many helpful suggestions to the potential exporter, is available from the Trade Publicity Branch free of charge.

## **Import and Export Controls Abroad**

While many countries still maintain some measure of

import control, which hampers the free movement of goods in international trade, these controls are gradually being eased, and many markets which a few years ago were closed to an exporter are now accessible. The Department maintains an up-to-date record of all foreign import controls and is able to advise businessmen on how these controls might affect his particular commodity in any given market. Businessmen would be well advised to consult the Office of Trade Relations to obtain information on any changes that have taken place. The more important of these changes are reported in the Department's fortnightly magazine, **Foreign Trade**.

## **Labelling and Marking Regulations Abroad**

Labelling regulations enforced in other countries differ in many ways from Canadian requirements, and exporters must therefore design their labels and marks to meet those requirements. The Department maintains current information on these requirements which is available from the Office of Trade Relations.

## **Labelling and Marking Regulations in Canada**

Canadian law provides for the development of regulations to ensure true labelling of particular products, and for the development of specifications for the use of a national mark.

Regulations or specifications will be developed by the Standards Branch at the request of manufacturers, retailers or consumers provided an effective solution is possible. Regulations for true labelling indicate how labelling shall be done if claims for content or quality are made, and those for a national mark include appropriate specifications and how the mark is to be used.

## **Market Information, Domestic**

The Department's commodity officers can provide certain current domestic market information on request. However,

the main source of basic market information is the Dominion Bureau of Statistics. DBS publishes approximately 1,700 issues of weekly, monthly, quarterly, annual and occasional reports each year, in addition to comprehensive and detailed decennial census publications. These contain a vast amount of information on the economic, educational and social scene. Canadian businessmen can use this material in many ways, such as determining sales potentials, locating possible consumers, allocating advertising budgets on a geographic-economic basis, setting quotas for their salesmen, selecting new plant locations, and comparing plant productivity, wages and costs with industry averages. A list of DBS publications is available on request from the Bureau.

## **Market Information, Foreign**

One of the most valuable services the Department provides Canadian exporters is the collection, on a continuous basis, of information from all available sources on current business conditions and opportunities in foreign markets. Among the detailed data available on request are particulars of any trade developments affecting the sale of Canadian goods in any foreign country, including local regulations, restrictions and entry requirements, information on current supply and demand for established products and on foreign exchange and payment prospects. Market reports by trade commissioners in the field are published in the Department's fortnightly magazine **Foreign Trade**, and the Department also issues from time to time special market information booklets on specific countries.

## **Market Research, Domestic**

The census publications and the numerous periodical reports published by the Dominion Bureau of Statistics are basic reference material for most market research projects in Canada. These reports cover almost every aspect of Canada's economic, educational and social life. In addition, a great deal of information, not published because of its limited interest, is available upon request. DBS officials

will examine any specific request to ascertain whether it can be met from published or unpublished material. Where provision of such data entails additional tabulations or special surveys and compilations beyond a minimal level, DBS may undertake such projects for firms on a cost basis.

Since DBS must necessarily limit the amount of detail which appears in published import reports, manufacturers may often be unable to locate in these statistics information on particular product lines. However, such information is often available in unpublished form, and can be obtained by interested manufacturers on inquiry.

## **Market Research, Foreign**

When appropriate, the Department will initiate inquiries through the trade commissioners abroad to determine the sales potential of a company's product. This service includes reports on: the local demand and any relevant preferences for particular goods or services; the size of the demand; all aspects of the competition to be met either from local production or imports; tariff duties and tariff preferences; import and exchange controls; other government regulations; terms of payment; sales and distribution channels; packaging requirements; and any unusual features of local trading that would affect the Canadian exporter's prospects.

## **Measuring Equipment**

Canadian law requires that all commercial measuring equipment must be type-approved before sale and use, and periodically inspected during use. In the electrical field this applies to meters, transformers and telemetering equipment; in the gas field, meters, orifice runs, dead-weight testers and calorimeters; and in the general measurement field, weights, scales of all types and capacities, meters, tank trucks and electronic load cells.

In all cases, technical and engineering advice is available from the Standards Branch on construction, installation, and in-use operation. In addition, facilities are available for calibration and certification of weights and most types of measuring equipment.

## **Patents and Trade-Marks Abroad**

Exporters are sometimes concerned about patent infringements on products which they wish to export. The Department can assist the exporter in this connection by ascertaining, through the trade commissioner concerned, the steps to be taken to protect patents and trade-marks in the foreign country.

## **Precious Metals Marking**

Canadian law requires that all articles marked with a quality indication must be properly identified as to manufacturer. Such articles are mainly those in the watch, flatware, spectacle ware and general jewellery fields that are manufactured from gold, silver, platinum and palladium. Assistance is available from the Standards Branch on proper markings and assays.

## **Regional Offices**

The six regional offices in St. John's, Halifax, Montreal, Winnipeg, Edmonton and Vancouver provide direct contact with commercial and industrial firms located in each of the regions served. Through the use of telex facilities there is rapid communication between the regional offices and the Department's headquarters in Ottawa.

## **Sales Trips Abroad**

Assistance is provided Canadian businessmen in planning foreign sales trips abroad through the provision of market data, travel information, letters of introduction, and hotel reservations. The trade commissioner concerned will make appointments with local businessmen and government officials, perform introductions, and help with language barriers. Office, mail, cable and telex addresses and telephone numbers of trade commissioners in the countries to be visited are listed at the back of this book, and up-to-date lists are published regularly in **Foreign Trade**.

## **Sources of Supply**

Through the commodity branches of the Department,

Canadian businessmen may obtain information on new or alternative sources of supply. The commodity officers in these branches maintain contact with Canadian producers of all types of commodities and as a result are in a position to direct inquiries to a suitable source.

If a product is not available in Canada, the commodity officer will direct the inquiry to the trade commissioners abroad, who in turn will report on availability, together with information on prices, methods of purchase, specifications and delivery.

## **Statistics**

The Dominion Bureau of Statistics supplies a wide range of data on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation and vital statistics.

Every ten years DBS conducts a comprehensive national Census of Population, Housing, Agriculture and Merchandising which provides detailed data on such subjects as the composition of the population, housing conditions and equipment, farm production and implements, and commodity sales and profit margins. Considerable statistical information, which because of its limited interest is not published, is available to Canadian businessmen on request. Where provision of requested statistics involves more than a minimal level of additional tabulations or special surveys and compilations, DBS may undertake this service on a cost basis.

Statistics on foreign countries are available from the comprehensive library of the Dominion Bureau of Statistics and from the Office of Trade Relations.

## **Tariffs of Foreign Countries**

To assist Canadian firms in their export trade, complete and up-to-date information on the customs regulations and tariffs of all countries is compiled by the Department. Detailed information regarding the rates of duty and other

customs charges on a company's products in a specific market and advice regarding the proper classification in order to receive the most favourable rate of duty can be obtained from the Office of Trade Relations or the trade commissioner in the country concerned.

## **Tours of Canada by Departmental Officers**

During the course of each year, approximately 25 per cent of the trade commissioners return from their posts to tour Canada and discuss export trade matters with Canadian businessmen. At the regional offices of the Department, at chambers of commerce and boards of trade, and through other organizations in centres across Canada the trade commissioners are available to any interested businessman for personal consultation on matters affecting trade in their territories. The itineraries of Canadian tours by trade commissioners are published in the fortnightly magazine **Foreign Trade**.

The Department's commodity officers maintain close contact with Canadian industry in order to keep the trade commissioners constantly aware of developments in the production, supply, specifications and prices of Canada's commodities. The officers frequently visit Canadian firms to keep up to date on new developments. Businessmen may arrange for a visit by a commodity officer to discuss trade matters by contacting the appropriate commodity division of the Department.

As occasion demands, officers of the Standards Branch and other departmental branches also make business visits to different parts of the country, and are available to businessmen for consultation on matters in their particular fields.

## **Trade Fairs Abroad**

As an effective means of promoting the sale of Canadian products in other countries, the Department organizes Canadian participation in selected trade fairs abroad. It arranges for space, designs and constructs the exhibit,

handles all arrangements with shipping, customs and trade fair authorities, provides advertising support and trade promotion material, invites foreign buyers, and provides administrative staff for the Canadian stand. This service provides one of the most effective and inexpensive ways for a Canadian firm to promote the sale of its products in foreign markets.

## **Trade Missions**

Trade missions are effective in opening and developing markets. Most of the Department's trade missions are small teams of Canadian businessmen selected to represent a single industry or product group. Other Canadian exporters benefit from the mission reports and from the new appreciation of Canadian capabilities and products engendered by the trade missions at home and abroad. Trade associations and similar groups planning business tours or missions abroad are encouraged to consult the Department and its trade commissioners at least four months before their expected departure date.

The Department brings to Canada small groups of buyers and officers representing the purchasing power of an overseas market for certain Canadian exports such as crops, livestock or capital equipment. In co-operation with the industry concerned, each such mission is tailored to the specific circumstances and marketing problems.

## **Transportation**

Freight costs and quality of services may prove a determining factor in export trade. The Transportation Division of the Trade Services Branch, which is concerned with the user interest in the transportation of goods, assists Canadian firms with transportation problems. Firms encountering unduly high freight rates, seeking advice on the best routes to particular destinations, or requiring assistance in arranging transportation to export markets, may call upon the Division for guidance. The Division compiles and analyzes charter shipping rates for bulk commodities such as grain, lumber, iron and petroleum, and publishes a

quarterly analysis entitled "Freight Market Observations" in the Department's magazine, **Foreign Trade**.

## Travel Information

The Canadian Government Travel Bureau answers inquiries from prospective visitors to Canada, and each year distributes several million pieces of travel promotion literature. The Bureau co-operates with organizers of international conventions in Canada by sending travel kits to convention mailing lists. In addition, literature is sent outside Canada to travel prospects whose names are submitted to the Bureau. The Bureau also assists Canadian businessmen and travellers abroad by supplying them with travel literature for distribution to anyone interested in coming to Canada.

## Trouble-Shooting

At times, Canadian firms engaged in export trade encounter unexpected problems. Through the trade commissioner located in the country concerned, assistance can be provided toward straightening out trade tangles which may arise from a variety of reasons, such as improper documentation, discrimination in the application of trade, exchange and tariff regulations, and disputes regarding the quality, delivery and price of products.

## Visiting Foreign Buyers

Trade commissioners maintain close contact with the businessmen in their area and are constantly encouraging them to visit Canada during business trips abroad. The prospective buyer is directed first to the Department in Ottawa, where specialists discuss with him the availability of his particular needs in Canada and the advantages of buying Canadian. These officers then arrange for the buyer to visit Canadian producers of the commodities in which he is interested, where he can see for himself not only the product he is seeking but also the workmanship and quality which go into the product. Buyer and supplier are then

brought together where they can discuss terms and conditions of sale.

## Watching Briefs

In addition to providing market information and other services to assist Canadian firms in determining the sales prospects abroad for their products, the Department, through the trade commissioner in the country concerned, will undertake to keep a firm posted on developments which could affect the continued sales of its products. Information such as changes in import, exchange and tariff regulations affecting the entry of the company's products, new competitive factors such as the establishment of new factories producing similar products or the introduction of similar products from other countries, the effectiveness of the firm's representative in the foreign country, infringement of trade-marks, calls for tenders, and other information of a similar nature will be provided to the Canadian firm.

## PUBLICATIONS

The Department publishes a variety of publications of interest to Canadian businessmen, most of which are available free on request.

**The Annual Report of the Department** sets out the year's operations of the Department in detail and provides a great deal of useful reference information in its appendices. A copy of the report is available from the Trade Publicity Branch.

**Canada Courier**, Canada's international trade promotion newspaper, is published by the Department in the interests of Canadian exporters to promote their products and services abroad. It contains illustrated news items and feature articles of interest to potential buyers of Canadian products. Some 80,000 copies of each issue are distributed free by direct mail to more than 100 foreign countries. The mailing list used is kept up to date by Canadian Government trade representatives stationed abroad. No paid advertising is carried, but news items and press releases describing the export activities of Canadian companies are welcomed and if suitable will be considered for publication in forthcoming issues. French, German and Spanish language edition have been scheduled to commence in 1965. Sample copies may be obtained from the Trade Publicity Branch.

**Export and Import Permits Act.** The Department is responsible for administering the controls established under the Export and Import Permits Act. Copies of the Act, the Export Permit Regulations, the Export Control List and amendments are available in printed form from the Trade Services Branch, Department of Trade and Commerce.

**Foreign Trade**, one of the Department's principal means of communicating information on export opportunities and practices to Canadian businessmen, is published fortnightly. The magazine carries articles on foreign demand for specific commodities, on the access to foreign markets and on problems that exporters meet. It also includes stories by Canadian businessmen on their experiences in foreign markets. News of transportation developments, changes in foreign tariffs and a table of current foreign exchange rates

are regular features. Subscriptions are available at a cost of \$5.00 a year for 26 issues. A French edition, **Commerce extérieur** is published once a month and costs \$2.00 a year. Sample copies are available from the Trade Publicity Branch. Subscriptions must be sent to the Queen's Printer, accompanied by a cheque or money order payable to the Receiver General of Canada.

**Selling Abroad — How to Start** is a 12-page booklet prepared to help Canadian businessmen interested in entering the export market. Eight simple steps to selling abroad are described and a short bibliography is included. Copies may be obtained from the Trade Publicity Branch.

**Setting Up an Import-Export Business**, an eight-page booklet, was written by the Director of the Department's Industrial Materials Branch. It lists sources of information, useful publications and a great deal of other data of special interest to Canadians contemplating export or import operations. This booklet is also available from the Trade Publicity Branch.

**Shipping Documents and Customs Regulations** are a series of bulletins on each of some 50 foreign countries. When requesting these bulletins, the country or countries required should be specified. They are available on request from the Office of Trade Relations.

**Statistical Publications** produced by the Dominion Bureau of Statistics encompass a detailed analysis of the census of Canada and statistical compilations covering most facets of the Canadian scene. These include reports on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation, and vital statistics. Two annual publications and one monthly — the Canada Year Book, the illustrated Canada Handbook and the Canadian Statistical Review — offer, in handy reference form, integrated portrayals of the many aspects of Canadian development through co-ordinated statistical series and analytical commentary. A complete list of DBS publications is available on request from the

Bureau at Tunney's Pasture, Holland Avenue, Ottawa.

**Travel literature on Canada** is available from the Canadian Government Travel Bureau. Each year the Bureau publishes about 50 travel promotion folders, maps, pamphlets and posters, most of which are distributed outside of Canada.

# **HEAD OFFICE DIRECTORY**

(As of February 1965)

Unless otherwise noted, all offices of the Department are in the Trade and Commerce Building, Wellington and Lyon Streets, Ottawa. If you are telephoning from out of town, call the government switchboard, 232-8211, and ask for the local. A complete Head Office Directory is available on request from the Trade Publicity Branch.

<b>Minister:</b> The Honourable Mitchell Sharp	2-0336, 2-0337
Parliamentary Secretary: J. L. Pepin, M.P.	2-6660
Executive Assistant: M. J. McCabe	2-7052
Private Secretary: Mrs. Ruth Gray	2-0337
Associate Private Secretary: Miss J. Dugal	2-0337
 <b>Deputy Minister:</b> J. H. Warren	2-2888, 2-5838
Executive Assistant: C. T. Charland	2-2380, 2-0819
 <b>Assistant Deputy Minister (Trade Policy):</b> M. Schwarzmann	2-4042, 2-2649
 <b>Assistant Deputy Minister (Commodities and Industries):</b> Denis Harvey	2-5417, 2-7056
 <b>Assistant Deputy Minister (External Trade Promotion):</b> T. R. G. Fletcher	2-2530, 2-0798

## **Trade Policy Service**

General Director, Office of Trade Relations: R. E. Latimer	2-8850, 2-4815
---	----------------

## **Office of Trade Relations**

### **Section I**

Director: W. G. Pybus	2-2981
Chief, Commodity Trade Policies Division: P. T. Eastham	2-4100
Chief, Financing and Aid Division: B. F. Armishaw	2-6143
Chief, General Relations Division: A. R. A. Gherson	2-5779
Chief, United States Division: Wm. Jones	2-5176

### **Section II**

Acting Director: A. W. A. Lane	2-2250
Chief, Asia and Middle East Division: F. P. Weiser	2-5642
Chief, Commonwealth Division: R. B. Nickson	2-2421
Chief, European Division: G. W. Green	2-8727
Chief, International Organizations Division: W. Lavoie	2-4963
Chief, Latin American Division: B. S. Shapiro	2-7641

## **Commodities and Industries Service**

### **Agriculture and Fisheries Branch**

Acting Director: D. B. Laughton	2-4301
Assistant Director (Agriculture): A. J. Stanton	2-7523
Assistant Director (Fisheries): T. R. Kinsella	2-7385
Chief, Livestock and Animal Products Division: K. L. Melvin	2-3172
Acting Chief, Commodity Arrangements and Market Development Division: D. H. Burns	2-4161

### **Industrial Materials Branch**

Director: A. M. Tedford	2-6905
Chief, Chemicals Division: G. E. McCormack	2-5993
Chief, Forest Products Division: M. N. Murphy	2-0273
Chief, Metals and Minerals Division: R. J. Jones	2-8422

### **Manufacturing Industries and Engineering Branch**

Director: R. A. Scoon	2-1462
Chief, Appliances and Commercial Machinery Division: G. W. Rahm	2-6950
Chief, Engineering and Equipment Division: R. C. Wallace	2-4082
Chief, Textiles and Consumer Goods Division: A. C. Fairweather	2-6197

### **Trade Services Branch**

Director: E. C. Thorne	2-7163
Assistant Director: G. M. Schuthe	2-6236
Chief, Allied Services Division: O. A. Sulzenko	2-7746
Chief, Trade Controls Division: S. G. Barkley	2-5670
Chief, Transportation Division: H. A. Hadskis	2-2737

## **External Trade Promotion Service**

### **Canadian Government Exhibition Commission (2487 Kaladar Avenue, Ottawa)**

Director: Patrick Reid	2-7412, 2-3558
Assistant Director: A. D. Simmons	2-7747
Chief of Administration: K. Stokes	2-6795
Chief, Canadian Division: W. E. Ackland	2-7818
Chief, Confederation Train and Caravan Division: J. Delamere	2-1335
Chief, Design Division: G. E. Stranks	2-3671
Chief, International Division: R. E. H. Ogilvie	2-4139
Chief, Production Division: J. Rachlis	2-1915

## **Canadian Government Travel Bureau**

(150 Kent Street, Ottawa)

Director: Alan Field	2-3166
Assistant Director: Dan Wallace	2-5256
Administrator, Offices Abroad: R. Douglas Palmer	2-1384
Manager of Advertising: Donald C. Bythell	2-2944
Manager, Operations and Travel	
Information Division: M. E. Campeau	2-7355
Chief, Publications Division: D. J. Molloy	2-5180
Chief, Publicity Division: J. A. Carman	2-6373
Chief, Tours and	
Conventions Division: J. M. Harrison	2-4714

## **Trade Commissioner Service**

Director: A. P. Bissonnet	2-8286
Executive Director: C. O. R. Rousseau	2-6835
Assistant to the Director: W. B. Walton	2-3058
Assistant Director (Administration): K. F. Osmond	2-5669
Assistant Director (Personnel): G. F. Osbaldeston	2-6800

## **Trade Fairs and Missions Branch**

Director D. G. W. Douglas	2-8269
Chief, Trade Fairs Abroad Division: F. J. Bradley	2-8855
Chief, Trade Missions Division: R. V. N. Gordon	2-8069

## **Trade Publicity Branch**

Director: Royd E. Beamish	2-2479, 2-6394
Chief, Editorial and Art Services Division:	
Frank R. Hamilton	2-6435, 2-1259
Chief, Media Relations Division:	
Kenn A. Prittie	2-2186, 2-0545
Editor, <b>Foreign Trade and Commerce extérieur</b> : Miss O. Mary Hill	2-6588

## **Other Services**

### **Translation Branch**

(Secretary of State Department)

Chief: R. Aupy	2-2760
----------------	--------

### **Economics Branch**

Director: V. J. Macklin	2-5658
-------------------------	--------

### **Grain Division**

Chief: R. M. Esdale	2-5830, 2-5648
---------------------	----------------

## **Standards Branch**

**(Standards Building,  
Holland Avenue, Tunney's Pasture, Ottawa)**

Director: R. W. MacLean	2-2132
Assistant Director and Chief Engineer: G. E. Anderson	2-0020
Chief, Electricity and Gas Division: K. Cryer	2-2956
Chief, Laboratory Division: W. J. S. Fraser	2-2575
Chief, Weights and Measures Division: C. S. Phillips	2-2000
Commodities and Precious Metals Marking: G. R. Lewis	2-7075

## **Administrative Services**

Comptroller-Secretary: L. J. Rodger	2-2262, 2-7411
Director, Personnel Branch: P. M. Legris	2-5430
Chief, Financial Services Division: L. L. Marks	2-4312
Chief Librarian: Miss V. Martin	2-7979, 2-4667
Chief, Office Services Division: C. Drolet	2-5666

## **Associated Services**

### **DOMINION BUREAU OF STATISTICS**

**(Holland Avenue, Tunney's Pasture, Ottawa)**

Dominion Statistician: Walter E. Duffett	2-0031
Assistant Dominion Statistician: S. A. Goldberg	2-5458
Assistant Dominion Statistician: H. L. Allen	2-7368
Assistant Dominion Statistician: L. E. Rowebottom	2-5426
Director, Agriculture Division: C. V. Parker	2-4774
Director, Business Finance Division: M. J. Mahoney	2-4052
Director, Canada Year Book, Handbook and Library Division: C. C. Lingard	2-0418
Director, Census (Demography) Division: J. L. Forsyth	2-2088
Director, Education Division: F. E. Whitworth	2-5933
Director, External Trade Division: L. A. Shackleton	2-2663
Director, Health and Welfare Division: F. F. Harris	2-6651
Director, Industry Division: V. R. Berlinguette	2-2125
Director, Information and Public Relations Division: E. J. Marten	2-2489
Director, Labour Division: H. F. Greenway	2-7424
Director, Merchandising and Services Division: F. J. Rashley	2-8574
Director, National Accounts and Balance of Payments Division: C. D. Blyth	2-8340
Director, Prices Division: A. D. Holmes	2-3913
Director, Public Finance and Transportation Division: G. A. Wagdin	2-5396
Director, Special Surveys Division: W. I. Moore	2-5570
Director, Tabulating Services Division: A. B. McMorrin	2-8232

# **EXPORT CREDITS INSURANCE CORPORATION**

**(Halifax Building, 309 Cooper Street, Ottawa)**

President and General Manager: H. T. Aitken 232-4828  
Vice-President: A. W. Thomas 232-4828  
General inquiry: 232-4828

## **REGIONAL OFFICES OF THE DEPARTMENT**

ST. JOHN'S, Nfld.:

Sir Humphrey Gilbert Building  
Duckworth Street (P.O. Box 5458) Phone 2698  
Regional Officer: Mrs. B. Robertson Telex 016282

HALIFAX, N.S.:

5525 Artillery Place Phone 422-8491  
Regional Manager: D. J. Packman Telex 017429

MONTREAL 2, Que.:

Room 2325, 1 Place Ville Marie Phone 878-9114  
Regional Manager: R. C. Montreuil Telex 0120280

WINNIPEG 1, Man.:

Room 521, 269 Main Street Phone WH3-7496  
Acting Regional Manager: G. A. Gillespie Telex 035287

EDMONTON, Alta.:

Oliver Building  
10225, 100th Avenue Phone 422-7178  
Regional Manager: W. Mackenzie Hall Telex 0372762

VANCOUVER 2, B.C.:

Room 405, Federal Building Phone MU 1-7161  
325 Granville Street Telex 045391  
Regional Manager: R. F. Renwick

## **TRADE COMMISSIONER SERVICE POSTS ABROAD**

(As of June 1965)

The Department serves Canadian business in the countries named on the following pages — and in the adjacent countries and territories listed under them — by maintaining the trade commissioner service posts shown opposite them. Up-to-date lists, showing the names of Trade Commissioner Service officers at each post, are published frequently in the Department's fortnightly magazine, **Foreign Trade**.

**Addresses  
of  
Posts**

**Mail & Cable  
Addresses and  
Telephone & Telex  
Numbers**

**ARGENTINA**

**Paraguay**

Commercial Counsellor  
Canadian Embassy  
Bartolome Mitre 478  
BUENOS AIRES

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 33-8237

**AUSTRALIA**

**Capital Territory New  
South Wales, Northern  
Territory Queensland  
(Dependencies)**

Commercial Counsellor for  
Canada  
21st Floor  
A.M.P. Building  
Circular Quay  
SYDNEY

**Mail:** P.O. Box 3952 G.P.O.  
**Cable:** CANADIAN  
**Phone:** 27-7565  
**Telex:** SYD 600  
(CANADIAN SYD)

**Australia**

**Victoria, South Australia,  
Western Australia, Tasmania**

Commercial Counsellor for  
Canada  
Mobil Centre  
2 City Road  
MELBOURNE

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 61-3473  
**Telex:** MLB 501  
(CANADIAN MLB)

**Australia**

Commercial Counsellor  
Office of the High  
Commissioner for Canada  
Commonwealth Avenue  
CANBERRA

**Mail:** (City Address)  
**Cable:** DOMCAN  
**Phone:** 7-2541  
**Telex:** CBA 62017  
(DOMCAN CBA)

**AUSTRIA**

**Albania, Bulgaria,  
Czechoslovakia, Hungary,  
Rumania, Yugoslavia**

Commercial Secretary  
Obere Donaustrasse 49/51  
VIENNA II

**Mail:** P.O. Box 190,  
Vienna 1/8  
**Cable:** CANADIAN  
**Phone:** 23-32-94  
**Telex:** 07-5320  
(DOMCAN VIENNA)

**BELGIUM**

**Luxemburg, European  
Economic Community,  
European Atomic Energy  
Community, European Coal  
and Steel Community**

Commercial Counsellor  
Canadian Embassy  
35 rue de la Science  
BRUSSELS 4

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 13.38.50  
**Telex:** 221613  
(DOMCAN BRU)

**BRAZIL**

Commercial Counsellor  
Canadian Embassy  
Edificio Metropole  
Av. Presidente Wilson 165  
RIO DE JANEIRO

**Mail:** Caixa Postal 2164-  
ZC-00  
**Cable:** CANADIAN  
**Phone:** 42-4140  
**Telex:** Rio 175  
(DOMINION RIO)

	<b>Addresses of Posts</b>	<b>Mail &amp; Cable Addresses and Telephone &amp; Telex Numbers</b>
<b>Brazil</b>	Consul and Trade Commissioner Canadian Consulate Edificio Alois Rua 7 de Abril 252 SÃO PAULO	<b>Mail:</b> Caixa Postal 6034 <b>Cable:</b> CANADIAN <b>Phone:</b> 36-6301
<b>BRITAIN</b>	Commercial Counsellor Office of the High Commissioner for Canada One Grosvenor Square LONDON, W.1	<b>Mail:</b> (City Address) <b>Cable:</b> SLEIGHING, LONDON, W.1 <b>Phone:</b> MAYfair 9492 <b>Telex:</b> 22526 (DOMINION LDN)
<b>Britain</b> <b>Midlands, North England</b>	Canadian Government Trade Commissioner Martins Bank Building Water Street LIVERPOOL	<b>Mail:</b> (City Address) <b>Cable:</b> CANADIAN <b>Phone:</b> MARitime 2177
<b>Britain</b> <b>Scotland</b>	Canadian Government Trade Commissioner Cornhill House 144 West George Street GLASGOW C.2	<b>Mail:</b> (City Address) <b>Cable:</b> CANTRACOM <b>Phone:</b> DOUglas 6751
<b>Britain</b> <b>Northern Ireland</b>	Canadian Government Trade Commissioner 15-17 Chichester Street BELFAST 1	<b>Mail:</b> (City Address) <b>Phone:</b> 21867
<b>CAMEROUN</b>	Canadian Embassy Soppo Priso Building rue Joseph Clerc YAOUNDE	<b>Mail:</b> P.O. Box 572 <b>Phone:</b> 38-03
<b>CEYLON</b>	Commercial Division Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	<b>Mail:</b> P.O. Box 1006 <b>Cable:</b> CANADIAN <b>Phone:</b> 91341 <b>Telex:</b> 106 (DOMCAN COLOMBO)
<b>CHILE</b>	Commercial Counsellor Canadian Embassy 5th Floor Agustinas 1225 SANTIAGO	<b>Mail:</b> Casilla 771 <b>Cable:</b> CANADIAN <b>Phone:</b> 64189

<b>Addresses of Posts</b>	<b>Mail &amp; Cable Addresses and Telephone &amp; Telex Numbers</b>
-----------------------------------	---

## **COLOMBIA**

### **Ecuador**

Commercial Secretary  
 Canadian Embassy  
 Edificio Banco de Los Andes  
 Carrera 10, No. 16-92  
 BOGOTA

**Airmail:** Apartado Aereo 8582  
**Surface Mail:** Apartado 1618  
**Cable:** CANADIAN  
**Phone:** 43-00-65

## **CONGO**

Chargé d'Affaires  
 Canadian Embassy  
 C.C.C.I. Building  
 Boulevard Albert 1er  
 LEOPOLDVILLE 1

**Mail:** Boîte Postale 8341  
**Cable:** CANADIAN  
**Phone:** 2706  
**Telex:** LEO 68  
 (DOMCAN LEO)

## **CUBA**

Commercial Division  
 Canadian Embassy  
 Calle 30 No. 518  
 esquina 7<sup>a</sup> Avenida  
 Miramar  
 HAVANA

**Mail:** Gaveta 6125  
**Cable:** CANADIAN  
**Phone:** 32-3526

## **DENMARK**

### **Greenland, Poland**

Commercial Counsellor  
 Canadian Embassy  
 Prinsesse Maries Allé 2  
 COPENHAGEN V

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** Hilda 3306  
**Telex:** 5036  
 (DOMCAN KH)

## **DOMINICAN REPUBLIC**

### **Puerto Rico**

Commercial Counsellor  
 and Consul  
 Canadian Embassy  
 Edificio Copello 408  
 Calle El Conde  
 SANTO DOMINGO

**Mail:** Apartado 1393  
**Cable:** CANADIAN  
**Phone:** 2-8138

## **FRANCE**

### **Algeria, Morocco**

Minister-Counsellor  
 (Economic/Commercial)  
 Canadian Embassy  
 35 Avenue Montaigne  
 PARIS 8e

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** BALzac 99-55  
**Telex:** 20600 or 20601  
 (DOMCAN A PARIS)

## **GERMANY**

### **Federal Republic (States of Baden-Wuerttemberg, Bavaria, Hesse, Rhineland-Palatinate, Saar; West Berlin)**

Commercial Counsellor  
 Canadian Embassy  
 Kennedy-Allee 35  
 BAD GODESBERG

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 76995  
**Telex:** 886421  
 (DOMCAN BONN)

	<b>Addresses of Posts</b>	<b>Mail &amp; Cable Addresses and Telephone &amp; Telex Numbers</b>
<b>Germany</b> (State of North Rhine-Westphalia)	Consul Canadian Consulate Koenigsallee 82 4 DUESSELDORF 1	<b>Mail:</b> (City Address) <b>Cable:</b> CANADIAN <b>Phone:</b> 2-05-25 <b>Telex:</b> 8587144
<b>Germany</b> (City States of Bremen and Hamburg, States of Lower Saxony and Schleswig-Holstein)	Consul General Canadian Consulate General Ferdinandstrasse 69 HAMBURG	<b>Mail:</b> (City Address) <b>Cable:</b> CANADIAN <b>Phone:</b> 326149
<b>GHANA</b>		
Guinea Ivory Coast Liberia, Mali, Mauretania, Togo, Upper Volta	Commercial Counsellor Office of the High Commissioner for Canada E 115/3 Independence Avenue ACCRA	<b>Mail:</b> P.O. Box 1639 <b>Cable:</b> CANADIAN <b>Phone:</b> 4824 <b>Telex:</b> 224 (DOMCAN ACC)
<b>GREECE</b>		
Turkey	Commercial Counsellor Canadian Embassy 31 Vassilissis Sophias Avenue ATHENS 138	<b>Mail:</b> (City Address) <b>Cable:</b> DOMCAN ATHENS 5584 <b>Phone:</b> 714-041 <b>Telex:</b> 5584 (DOMCAN ATHENS 5584)
<b>GUATEMALA</b>		
Costa Rica, El Salvador, Honduras, Nicaragua, Panama and Canal Zone	Commercial Counsellor Canadian Embassy 5a Avenida 11-70, Zone 1 GUATEMALA CITY, C.A.	<b>Airmail:</b> P.O. Box 400 <b>Surface Mail:</b> P.O. Box 444 <b>Cable:</b> CANADIAN <b>Phone:</b> 28448
<b>HAITI</b>		
	Chargé d'Affaires, a.i. and Consul Canadian Embassy Route du Canape Vert St. Louis de Turgeau PORT-AU-PRINCE	<b>Mail:</b> P.O. Box 826
<b>HONG KONG</b>		
Cambodia, Communist China, Laos, Vietnam, Macao	Senior Canadian Government Trade Commissioner P & O Bldg. 11th Floor 21-23, Des Voeux Road, Central HONG KONG	<b>Mail:</b> P.O. Box 126 <b>Cable:</b> CANADIAN <b>Phone:</b> 224087 <b>Telex:</b> HKG 391 (DOMCAN HKG)
<b>INDIA</b>		
(except States of Gujarat, Maharashtra, Andhra Pradesh, Mysore, Madras, Kerala) Bhutan, Nepal, Sikkim	Commercial Secretary (Commercial) for Canada 13 Golf Links Road NEW DELHI 1	<b>Mail:</b> P.O. Box 11 <b>Cable:</b> CANADIAN <b>Phone:</b> 61-8254 <b>Telex:</b> 346 (DOMCAN DL1)

**Addresses  
of  
Posts**

**Mail & Cable  
Addresses and  
Telephone & Telex  
Numbers**

**I**

**India**  
**States of Gujarat,  
Maharashtra, Andhra Pradesh,  
Mysore, Madras, Kerala**

Canadian Government Trade  
Commissioner  
Gresham Assurance House  
Mint Road  
BOMBAY 1-BR

**Mail:** P.O. Box 886  
**Cable:** CANADIAN  
**Phone:** 255154

**I**  
**IRAN**

Commercial Division  
Canadian Embassy  
Bezrouke Building  
Corner of Takht Jamshid  
Avenue and Forsat Street  
TEHRAN

**Mail:** P.O. Box 1610  
**Cable:** CANTRACOM  
**Phone:** 4-9291

**I**  
**IRELAND**

Commercial Counsellor  
for Canada  
66 Upper O'Connell Street  
DUBLIN

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 44251

**I**  
**ISRAEL**

Commercial Secretary for  
Canada  
Canadian Embassy  
84 Hahashmonaim Street  
TEL AVIV

**Mail:** (P.O. Box 20140)  
**Cable:** CANADIAN  
**Phone:** 37161/2  
**Telex:** 740  
(DOMCAN TV)

**I**  
**ITALY**

Toscana, Marche, Umbria  
Lazio, Abruzzi-Molise,  
Puglia, Campania, Basilicata,  
Calabria, Sicilia, Sardegna  
(Libya, Malta)

Commercial Counsellor  
Canadian Embassy  
Via G. B. De Rossi 27  
ROME

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 864-327  
**Telex:** 61056  
(DOMCAN ROME)

**Italy**  
Emilia-Romagna, Lombardia,  
Piedimonte, Trentino-Alto  
Adige, Veneto, Liguria,  
Trieste, Valle D'Aosta,  
Friuli-Venezia

Consul General and  
Trade Commissioner  
Canadian Consulate General  
Via Pirelli 19  
MILAN

**Mail:** C.P. 3977  
**Cable:** CANTRACOM  
**Phone:** 652-485/652-600  
**Telex:** 31368  
(CANTRACOM MILAN)

**J**  
**JAMAICA**

Bahamas, British Honduras

Commercial Secretary  
Office of the High  
Commissioner for Canada  
32 Duke Street (corner Duke  
and Barry Streets)  
KINGSTON

**Mail:** P.O. Box 225  
**Cable:** CANADIAN  
**Phone:** 26948

**Addresses  
of  
Posts**

**Mail & Cable  
Addresses and  
Telephone & Telex  
Numbers**

**JAPAN**

Korea, Okinawa

Minister (Commercial)  
Canadian Embassy  
16, Omote-Machi  
3-chome, Akasaka, Minato-ku  
TOKYO

**Mail:** Canadian Embassy  
c/o Akasaka Post Office,  
Tokyo  
**Cable:** CANADIAN  
**Phone:** 408-2101/8  
**Telex:** TK 2218  
(DOMCAN TK 2218)

**LEBANON**

Iraq, Jordan, Persian Gulf  
area, Saudi Arabia, Syria

Commercial Counsellor  
Canadian Embassy  
Alpha Building  
Rue Clemenceau  
BEIRUT

**Mail:** Boîte Postale 2300  
**Cable:** CANADIAN  
**Phone:** 250955  
**Telex:** 652  
(DOMCAN BERYT)

**MALAYSIA**

Burma, Thailand, Brunei

Trade Commissioner  
American International  
Building  
Robinson Road and Telegraph  
Street  
SINGAPORE

**Mail:** P.O. Box 845  
**Cable:** CANADIAN  
**Phone:** 74633

**MEXICO**

Commercial Counsellor  
Canadian Embassy  
Melchor Ocampo 463, 7th floor  
MEXICO 5, D.F.

**Mail:** Apartado Postal 5-364  
**Cable:** CANADIAN  
**Phone:** 33-14-00  
**Telex:** 00017716  
(DOMCAN MEX)

**NETHERLANDS**

Commercial Counsellor  
Canadian Embassy  
Sophialaan 5-7  
THE HAGUE

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 61-41-11  
**Telex:** 31270  
(DOMCAN HAGUE)

**NEW ZEALAND**

Fiji, Tahiti, Tonga,  
Western Samoa

Commercial Counsellor  
Office of the High  
Commissioner for Canada  
3rd Floor, ICI Building  
Molesworth Street  
WELLINGTON

**Mail:** P.O. Box 1660  
**Cable:** CANADIAN  
**Phone:** 70-644  
**Telex:** WELLINGTON NZ 3505  
(DOMCAN NZ 3505)

**NIGERIA**

Dahomey, Gambia, Niger,  
Senegal, Sierra Leone

Commercial Secretary  
Office of the High  
Commissioner for Canada  
Barclays Bank Building  
4th Floor  
40 Marina Road  
LAGOS

**Mail:** P.O. Box 851  
**Cable:** CANADIAN  
**Phone:** 25262

**Addresses  
of  
Posts**

**Mail & Cable  
Addresses and  
Telephone & Telex  
Numbers**

**NORWAY**

**Iceland**

Commercial Secretary  
Canadian Embassy  
Fridtjof Nansens Plass 5  
OSLO 1

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 33-30-80  
**Telex:** OSLO 1880  
(DOMCAN OSLO)

**PAKISTAN**

**Afghanistan**

Commercial Secretary  
Office of the High  
Commissioner for Canada  
Hotel Metropole, Victoria Road  
KARACHI

**Mail:** P.O. Box 3703  
**Cable:** CANADIAN  
**Phone:** 50322  
**Telex:** KRC 10  
(DOMCAN KHI)

**PERU**

**Bolivia**

Edificio El Pacifico  
(Insurance Co.)  
Corner Avenida Arequipa  
and Plaza Washington  
LIMA, PERU

**Mail:** Casilla 1212  
**Cable:** CANADIAN  
**Phone:** 72760

**PHILIPPINES**

**Republic of China  
(Taiwan)**

Consul General and Trade  
Commissioner  
Canadian Consulate General  
L & S Building, 3rd Floor  
1414 Dewey Boulevard  
MANILA

**Mail:** P.O. Box 1825  
**Cable:** CANADIAN  
**Phone:** 5-85-97

**PORTUGAL**

**Angola, Azores, Cape Verde  
Islands, Madeira, Portuguese  
Guinea**

Commercial Counsellor  
Canadian Embassy  
Rua Marques de Fronteira  
No. 8-4º Do  
LISBON

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 55-31-18

**SOUTH AFRICA**

**Natal, Orange Free State,  
Transvaal (Malagasy),  
Mauritius, Mozambique,  
Reunion)**

Canadian Government Trade  
Commissioner  
Mobil House  
17th Floor, Corner Rissik  
and De Villiers Streets  
JOHANNESBURG

**Mail:** P.O. Box 715  
**Cable:** CANADIAN  
**Phone:** 834-6521

**Cape Province, (St. Helena,  
South West Africa)**

Canadian Government Trade  
Commissioner  
13th Floor  
African Life Centre  
St. George's Street  
CAPE TOWN

**Mail:** P.O. Box 683  
**Cable:** CANADIAN  
**Phone:** 2-5134/5

<b>Addresses of Posts</b>	<b>Mail &amp; Cable Addresses and Telephone &amp; Telex Numbers</b>
-----------------------------------	---

## RHODESIA

**Malawi, Seychelles Islands,  
Zambia**

Trade Commissioner  
8th Floor  
Grindlays Bank Chambers  
Baker Avenue  
SALISBURY

**Mail:** P.O. Box 2133  
**Cable:** CANTRACOM  
**Phone:** 26571

## SPAIN

**Balearic Islands, Canary  
Islands, Gibraltar, Rio Muni,  
Spanish Sahara**

Commercial Counsellor  
Canadian Embassy  
Edificio Espana  
Avenida de Jose Antonio 88  
MADRID

**Mail:** Apartado 117  
**Cable:** CANADIAN  
**Phone:** 247-54-00

## SWEDEN

**Finland**

Commercial Counsellor  
Canadian Embassy  
Strandvagen, 7-C  
STOCKHOLM

**Mail:** P.O. Box 14042  
**Cable:** CANADIAN  
**Phone:** 67-92-15

## SWITZERLAND

**Tunisia**

Commercial Counsellor  
Canadian Embassy  
Kirchenfeldstrasse 88  
BERNE

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** 44-63-81  
**Telex:** 32-489  
(DOMCAN BERN)

## TRINIDAD AND TOBAGO

**Barbados, Leeward and  
Windward Islands, British  
Guiana, French Guiana,  
Surinam, Guadeloupe,  
Martinique**

Commercial Secretary  
Office of the High  
Commissioner for Canada  
Colonial Building  
72 South Quay  
PORT-OF-SPAIN

**Mail:** P.O. Box 1246  
**Cable:** CANADIAN  
**Phone:** 34787

## UNION OF SOVIET SOCIALIST REPUBLICS

Commercial Secretary  
Canadian Embassy  
23 Starokonyushenny Pereulok  
MOSCOW

**Mail:** (City Address)  
**Cable:** CANAD  
**Phone:** 415142  
**Telex:** 945  
(DOMCAN MSK)

## UNITED ARAB REPUBLIC

**Aden, Sudan, Ethiopia,  
Yemen**

Commercial Counsellor  
Canadian Embassy  
6 Sharia Rouston Pasha  
Garden City  
CAIRO

**Mail:** Kasr el Doubara  
Post Office  
**Cable:** CANADIAN  
**Phone:** 23110

**Addresses  
of  
Posts**

**Mail & Cable  
Addresses and  
Telephone & Telex  
Numbers**

**UNITED STATES**

**United States**

**Connecticut, the eleven  
northern counties of New  
Jersey, New York (Bermuda)**

Commercial Counsellor  
Canadian Embassy  
1746 Massachusetts Ave., N.W.  
WASHINGTON, D.C., 20036

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** DEcatur 2-1011  
(Area Code 202)  
**Telex:** 0089664  
(DOMCAN WSH)

**United States**

**Maine, Massachusetts, New  
Hampshire, Rhode Island,  
Vermont**

Deputy Consul General  
(Commercial)  
Canadian Consulate General  
680 Fifth Avenue  
NEW YORK, N.Y., 10019

**Mail:** (City Address)  
**Cable:** CANTRACOM  
**Phone:** JUDson 6-2400  
**Night Line:** JUDson 6-2321  
(Area Code 212)  
**Telex:** 0-01-26242  
(DOMCAN NYK)

**United States**

**Illinois, North Dakota,  
South Dakota, Minnesota,  
Wisconsin, Indiana, Iowa,  
Kansas, Kentucky, Missouri,  
Nebraska**

Consul and Senior Trade  
Commissioner  
Canadian Consulate General  
607 Boylston Street  
BOSTON, MASSACHUSETTS, 02116

**Mail:** (City Address)  
**Phone:** 262-3760  
(Area Code 617)  
**Telex:** 0-094-567  
(DOMCAN BSN)

**United States**

**Ohio**

Consul and Senior  
Trade Commissioner  
Canadian Consulate General  
310 South Michigan Avenue  
Suite 2000  
CHICAGO, ILLINOIS, 60604

**Mail:** (City Address)  
**Phone:** 427-7926  
(Area Code 312)  
**Telex:** 0-025-571  
(DOMCAN CGO)

**United States**

**Ohio**

Consul and Senior Trade  
Commissioner  
Canadian Consulate  
Illuminating Building  
55 Public Square  
CLEVELAND, OHIO, 44113

**Mail:** (City Address)  
**Phone:** 861-1660  
(Area Code 216)  
**Telex:** 00985364  
(DOMCAN CLV)

**United States**

**Michigan**

Consul and Trade Commissioner  
Canadian Consulate  
1139 Penobscot Building  
DETROIT, MICHIGAN, 48226

**Mail:** (City Address)  
**Phone:** WOODWARD 5-2811  
(Area Code 313)  
**Telex:** 0-023-445  
(DOMCAN DET)

**United States**

**California (the ten southern  
counties), Clark County  
in Nevada, Arizona,  
New Mexico**

Consul and Trade Commissioner  
Canadian Consulate General  
510 West Sixth Street  
LOS ANGELES, CALIFORNIA,  
90014

**Mail:** (City Address)  
**Phone:** MADISON 2-2233  
(Area Code 213)  
**Telex:** 0-06-74119  
(DOMCAN LSA)

**Addresses  
of  
Posts**

**Mail & Cable  
Addresses and  
Telephone & Telex  
Numbers**

**United States**

Louisiana, Texas,  
Oklahoma, Arkansas,  
Mississippi, Tennessee,  
Alabama, North Carolina,  
South Carolina, Georgia,  
Florida

Consul and Trade Commissioner  
Canadian Consulate General  
Suite 1710  
225 Baronne Street  
NEW ORLEANS, LOUISIANA,  
70112

**Mail:** (City Address)  
**Phone:** JAckson 5-2136  
(Area Code 504)  
**Telex:** 0-058-237  
(DOMCAN NLN)

**United States**

Delaware, Maryland, the  
nine southern counties of  
New Jersey, Pennsylvania,  
Virginia, West Virginia

Consul and Trade Commissioner  
Canadian Consulate  
3 Penn Center Plaza  
PHILADELPHIA, PENNSYLVANIA,  
19102

**Mail:** (City Address)  
**Cable:** CANADIAN  
**Phone:** LOcust 35838  
(Area Code 215)  
**Telex:** 0-083-396  
(DOMCAN PHA)

**United States**

California (except the ten  
southern counties),  
Wyoming, Nevada (except  
Clark County), Utah,  
Colorado, Hawaii

Consul General  
Canadian Consulate General  
333 Montgomery Street  
SAN FRANCISCO, CALIFORNIA,  
94104

**Mail:** (City Address)  
**Phone:** YUKon 1-2670  
(Area Code 415)  
**Telex:** 0034321  
(DOMCAN SFO)

**United States**

Oregon, Idaho,  
Washington, Montana,  
Alaska

Consul General  
Canadian Consulate General  
The Tower Building  
Seventh Avenue at Olive Way  
SEATTLE, WASHINGTON, 98101

**Mail:** (City Address)  
**Phone:** MUTual 2-3515  
(Area Code 206)  
**Telex:** 0-032-462  
(DOMCAN SEA)

**URUGUAY**

**Falkland Islands**

Commercial Division  
Canadian Embassy  
No. 1409 Avenida Agraciada  
Piso 7o  
MONTEVIDEO

**Mail:** Casilla Postal 852  
**Cable:** CANADIAN  
**Phone:** 96096

**VENEZUELA**

**Netherlands Antilles**

Commercial Counsellor  
Canadian Embassy  
Avenida La Estancia No. 10  
Ciudad Comercial Tamanaco  
CARACAS

**Mail:** Apartado 11452-Este  
**Cable:** CANADIAN  
**Phone:** 32.40.41.44

# **CANADIAN GOVERNMENT TRAVEL BUREAU**

## **OFFICES ABROAD**

(As of June 1965)

### **BRITAIN**

(European General Manager)  
Canadian Government Travel  
Bureau  
Macdonald House, Room 326  
1 Grosvenor Square  
LONDON W.1  
**Phone:** MAYfair 9492

(London Office)  
Canadian Government Travel  
Bureau  
19 Cockspur Street  
LONDON S.W.1  
**Phone:** WHItehall 0731

### **FRANCE**

Canadian Government Travel  
Bureau  
35, rue Montaigne  
PARIS 8e  
**Phone:** BALzac 99-55

### **GERMANY**

Staatliches Kanadisches  
Fremdenverkehrsamt  
Koenigsallee 82  
4 DUESSELDORF 1  
**Phone:** 2-0525

Staatliches Kanadisches  
Fremdenverkehrsamt  
Kaiserstrasse 59  
FRANKFURT/MAIN

**Phone:** 33-8146

### **UNITED STATES**

Canadian Government Travel  
Bureau  
680 Fifth Avenue  
NEW YORK, N.Y. 10019  
**Phone:** 757-4917  
(Area Code 212)

Canadian Government Travel  
Bureau  
102 West Monroe Street  
CHICAGO, ILL. 60603  
**Phone:** 782-3760  
(Area Code 312)

Canadian Government Travel  
Bureau  
1 Second Street, Corner of  
Market  
SAN FRANCISCO, CALIF. 94105  
**Phone:** 981-8515  
(Area Code 415)

Canadian Government Travel  
Bureau  
124 South Seventh Street  
Northstar Center  
MINNEAPOLIS, MINN. 55402  
**Phone:** 332-4314  
(Area Code 612)

Canadian Government Travel  
Bureau  
510 West Sixth Street  
LOS ANGELES, CALIF. 90014  
**Phone:** 622-1029  
(Area Code 213)

PRODUCED BY THE DEPARTMENT OF TRADE AND COMMERCE, OTTAWA

Printed in Canada on Canadian paper  
by Dominion Loose Leaf Company Limited  
under authority of  
Roger Duhamel, F.R.S.C., Queen's Printer  
Ottawa, Canada